

Kiplinger's Personal Finance Mailing List

Kiplinger's Personal Finance magazine is the most trustworthy source of advice and guidance available on managing your money and achieving financial security. Every issue helps readers make more profitable decisions for their investments, major purchases and expenses, taxes, retirement and all other aspects of personal finance.

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SEGMENTS		COUNTS THROUGH 03/27/2019		POPULARITY: 100
450,207	TOTAL UNIVERSE / BASE RATE		\$145.00/M	MARKET: BUSINESS AND CONSUMER
160,254	LAST 6 MONTH HOTLINE		+ \$12.00/M	
88,531	LAST 3 MONTH HOTLINE		+ \$16.00/M	CHANNELS: 
10,880	LAST 1 MONTH HOTLINE		+ \$20.00/M	
32,608	ACTIVE BUSINESS SUBSCRIBERS		+ \$15.00/M	SOURCE: DIRECT MAIL SOLD
82,690	ACTIVE FEMALE SUBSCRIBERS		+ \$8.00/M	PRIVACY: UNKNOWN
16,143	CHANGE OF ADDRESS		+ \$20.00/M	DMA?: YES - MEMBER
131,406	LAST 12 MONTH EXPIRES		\$100.00/M	STATUS: PREFERRED PROVIDER
	FINANCIAL RATE		\$170.00/M	GEO: USA
	FINANCIAL MAILER NON RECIPROCAL FEE		+ \$15.00/M	GENDER: 34% FEMALE 66% MALE
	CATALOG RATE		\$85.00/M	SPENDING: \$23.95 AVERAGE ORDER
	FUNDRAISER RATE		\$75.00/M	
DESCRIPTION				
<p>Kiplinger subscribers are comprised of Financial Savvy; Business Professionals; and Affluent Consumers. They look to the magazine for sound financial advise, investment tips, money matters for both personal business and family decisions, and "smart living" (travel, high end purchases, tech innovations, home and career). Every issue is packed from soup to nuts on everything from practical investing to bargain travel guides, smart buying and philanthropic donations.</p> 				
<p>Personal Finance readers are generous to various NonProfit charities in every market sector including Health/Disease, Social/Humanitarian, Animal Welfare, Environmental and Societal Benefit. Subscribers are passionate about multiple causes and have the discretionary income available to make every dollar count where needed!</p>				
<p>In 1947, Kiplinger's created the nation's first personal finance magazine, which remains dedicated to delivering sound, unbiased,</p>				

SELECTS	
1 MONTH HOTLINE	\$20.00/M
12 MONTH HOTLINE	\$8.00/M
3 MONTH HOTLINE	\$16.00/M
6 MONTH HOTLINE	\$12.00/M
BUSINESS ADDRESS	\$15.00/M
CHANGE OF ADDRESS	\$20.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$10.00/M
HOME ADDRESS	\$8.00/M
PAID	\$10.00/M
RENEWALS	\$11.00/M
SCF	\$10.00/M
SOURCE	\$11.00/M
STATE	\$10.00/M
ZIP	\$10.00/M
ADDRESSING	
KEY CODING	\$3.00/M
EMAIL	\$75.00/F
FTP	\$75.00/F
ZIP TAPE	\$30.00/F
RELATED LISTS	
	WILAND PUBLISHING/SUBSCRIBER DATABASE
	KIPLINGER LETTER, THE
	BLOOMBERG BUSINESSWEEK
	KIPLINGER TAX LETTER
	KIPLINGER'S RETIREMENT REPORT